

County of Los Angeles Department of Beaches and Harbors

SPONSORSHIP OPPORTUNITIES

**Unique Marketing Programs Showcasing Your Company Along
31 Miles of Southern California Beaches and in Marina del Rey, CA**



**County of Los Angeles
Department of Beaches and Harbors
Community and Marketing Services Division
13837 Fiji Way • Marina del Rey, CA 90292
Office: (310) 305-9511 • Fax: (310) 822-0119
beaches.lacounty.gov
marinadelrey.lacounty.gov**



EXCLUSIVE SPONSORSHIP PROGRAMS

The Department of Beaches and Harbors is offering an array of unique marketing opportunities on 31 miles of Los Angeles County beaches and in Marina del Rey, CA. Our feature package is designed to provide the maximum opportunity to advertise your company/products by incorporating several sponsorship programs:

- 100 Beach Benches
- 375 Free Standing Safety Signs
- 480 Light Pole Banners advertising special events
- 2 Marina del Rey Special Events
- 100,000 Marina del Rey WaterBus Boarding Passes
- Public Service Programs Materials
- 200 Tideboards
- 200 Time/Temperature Boards
- 100 Vending Machines
- 400 Volleyball Nets
- W.A.T.E.R. Youth Program equipment, accessories and brochures

Benches



- 12" diameter circular disks emblazoned with company/product logo
- Disks placed on the backs of 100 concrete benches with engraved detailing of each beach name
- Benches intended for public use, located at various locations along the beaches

Free Standing Safety Signs



- Signs inform beachgoers of beach ordinances
- Company/product logo on 375 beach safety signs
- Signs are mounted on poles in highly visible areas at various entrance and accessways along the beach

*Sponsor logo dimensions and final signage size TBD

Light Pole Banners



- Year-round Banner program promoting Marina del Rey and its annual special events
 - Display of company/product(s) logo on 480, 3' x 8' banners
- *Sponsor logo dimensions TBD

Marina del Rey Special Events

Marina del Rey Summer Concerts Series



- Held at the waterside venue of Burton W. Chace Park
- Concertgoers listen to beautiful music while watching the sunset over Marina del Rey
- 4 Classical concerts (Thursdays) and 4 Pop concerts (Saturdays) scheduled through July and August
- 3,000 – 5,000 attendees per concert

Marina del Rey Special Events

Marina del Rey Summer Concerts Series

SPONSOR BENEFITS:

- Title of “Presenting Sponsor”
- Sponsor opportunity for stage banners with company/product logo(s) to be displayed at Classical and Pop concerts
- Sponsor provides concert brochures and programs with company/product logo(s)
- Name recognition and/or exclusive company/product logo(s) listing on all media advertising outlets

*Sponsor logo dimensions and final banner sizes TBD

2010 Classical Concert Line-up

July 8:

Finalists from the Loren L. Zachary National Vocal Competition present a program of opera arias and ensembles with the Marina del Rey Summer Symphony

July 22:

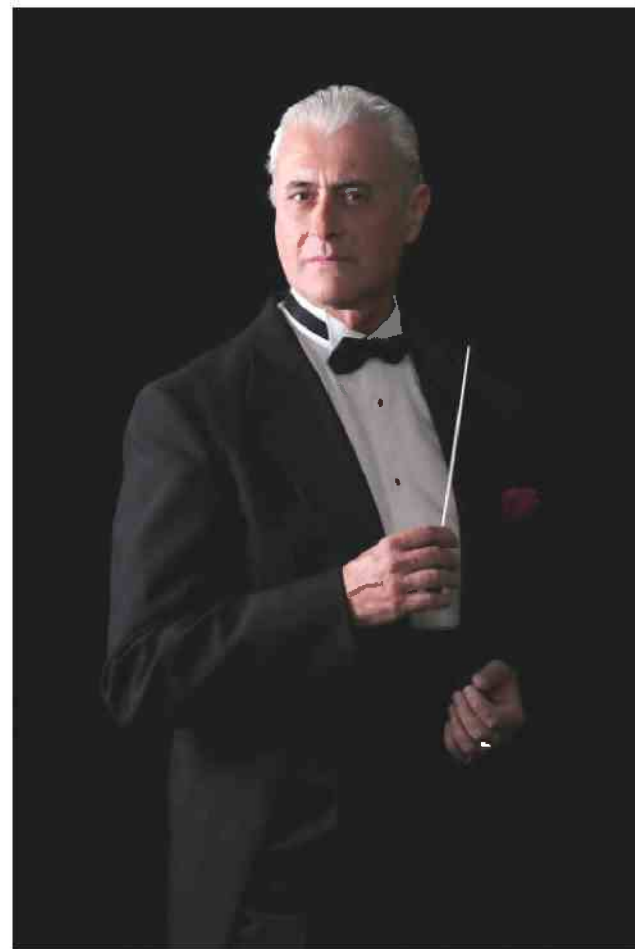
The Marina del Rey Summer Symphony
with solo pianist Claire Huangci

August 5:

The Christopher Brothers
Symphonic Beatles and Gershwin

August 19:

The Marina del Rey Summer Symphony
with solo violinist Hahn-Bin



2010 Pop Concert Line-up

July 17:

Florence LaRue and The 5th Dimension

July 31:

James Darren and his ensemble

August 14:

Oscar Castro-Neves and his musicians
in a program of Bossa Nova

August 28:

Dame Cleo Laine and her ensemble



Marina del Rey Special Events

Discover Marina del Rey Day



- Annual community event held in October the Sunday before Columbus Day at Burton W. Chace Park
- Over 3,500 attendees
- Exhibitor booths offering vital information on health, safety and the environment
- Arts n' crafts exhibit and marionette performances
- Live entertainment
- Air/sea rescue demonstration and leisure kayaking
- Inflatables, games and snack carts



Marina del Rey Special Events

Discover Marina del Rey Day

SPONSOR BENEFITS:

- Title of “Presenting Sponsor”
- Company/product logo(s) on event brochures/programs
- Name recognition and/or company/product logo(s) listing on all media and advertising outlets

Marina del Rey WaterBus Boarding Passes



- Provides area residents and visitors with weekend intra-Marina transportation starting from late June to Labor Day
- Seven boarding locations throughout MdR
- Record breaking season with ridership of 40,365 in Summer 2009
- More than 145,000 riders since start of service in 2002
- Company/product(s) logo on WaterBus Boarding passes
- Usable space on back of Boarding Pass is 4" L x 1 ¾" W after attendant rips off bottom portion of pass (1 ¾" W x 1" L)

Public Service Programs Materials

- Public Service Programs are conducted by Los Angeles County Lifeguards on the beaches and in public schools
- Educational and information-filled literature and promotional items are annually distributed to different demographic groups as follows:
 - Tide books (15,000)
 - Coloring books (25,000)
 - Stickers for children (40,000)
 - Magnets (20,000)
 - Safety brochures on rip tides (25,000)
- Sponsor helps to continue these educational programs by sponsoring the above materials

Tideboards



- Provides beachgoers with daily tide, air/water temperatures and surf conditions
- 200, 3' x 3' chalk Tideboards with company/product logo featured in a 1' x 3' space
- Tideboards are affixed to all Lifeguard towers and are highly visible to beach visitors

Time/Temperature Boards

- Company/product logo featured on 200 Time/Temperature Boards equipped with a clock and thermometer
- Boards allow beachgoers to view the current time and temperature
- Time/Temperature Boards will be placed on all Lifeguard towers and stations
- Opportunity to create a new board concept and design

*Sponsor logo dimensions and final board size TBD



Vending Machines



- Vend your company's products (beverages, snacks and/or merchandise) on the Los Angeles County beaches
- Sponsor can place up to 100 vending machines along the beaches and in Marina del Rey
- Vending machines are located in outdoor, covered and highly-visible public facilities

Volleyball Nets



- 400, 39" H x 32' W professional-style volleyball nets with 4" wide tapes branded with your company/product name or logo(s)
- Volleyball nets will be placed on 11 Los Angeles County beaches to be enjoyed by amateurs and professional athletes alike

Water Awareness, Training, Education and Recreation (W.A.T.E.R.) Youth Program

- Program offers ocean-related and safety activities to youths ages 7-17 on Los Angeles County beaches and Marina del Rey
- Targeting inner-city youth, the Program serves more than 5,000 children per year
- Los Angeles County Lifeguards introduce children to water-sport activities such as kayaking, boogie boarding, surfing and sailing
- Sponsor provides the necessary aquatics equipment, accessories, and promotional items



Key Points of Sponsorship Opportunities

1. Exclusive advertising along L.A. County beaches and in Marina del Rey within 11 marketing programs
2. Name recognition and/or company/product logo(s) listing on all media and advertising outlets for Marina del Rey special events
3. Exclusive vending opportunities along L.A. County beaches and in Marina del Rey
4. Two exclusive advertising categories (e.g., carbonated beverages, automobiles, skin care, etc.) on all L.A. County beaches
5. 20 annual Los Angeles County Beach Event Permits

Benefits of Becoming a Los Angeles County Sponsor

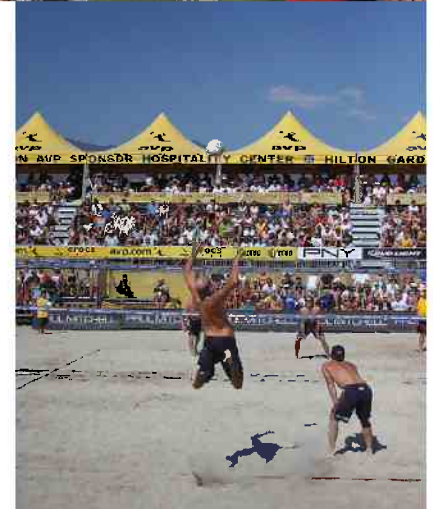
- Align your brand with the environmental efforts to keep 31 miles of coastline clean and safe
- Generate community goodwill and highlight your brand's civic engagement
- Reach an annual audience of 70 million beachgoers, including a core segment of active, outdoors-oriented, adventurous, leisure- and-recreation seekers

MARKETING ADVANTAGES

The beaches are your blank canvas. Use them to market your company/product(s) to millions of beachgoers.

Examples:

- Sand Art
- Landscaping Art
- Building and Tower Wraps
- Product Sampling
- Promotional Events
- Networking and shared events with other County sponsors and event promoters



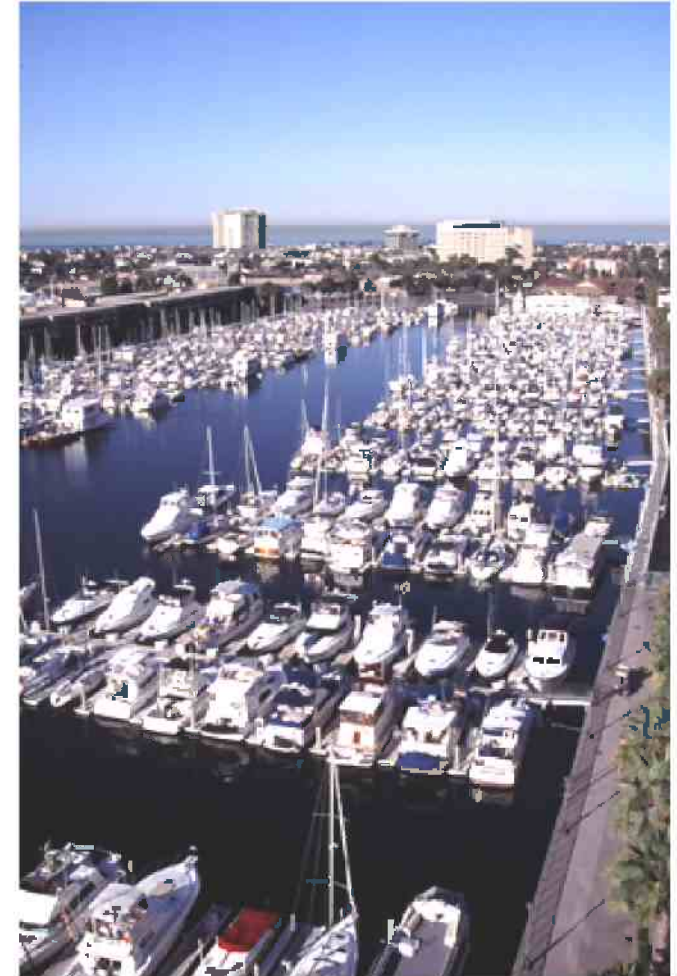
Current Los Angeles County Sponsorship Programs

1. Adopt-A-Beach
 - Sponsor annually provides 2,500 – 3,000, 55-gal. trash barrels for placement on beaches
2. Ford Motor Company – **Exclusive Sponsor**
 - Sponsor provides the use of 45, 2008 Ford Escape Hybrid SUV's for Beach Lifeguard Operations
3. Phillips-Van Heusen (IZOD)
 - Sponsor annually provides a variety of Lifeguard clothing items
4. Verizon Public Communications
 - Lifeguard Tower Safety Signs
 - Sponsor provides 180, 5' x 5' Lifeguard tower signs that detail safety warnings and notices regarding conduct on the beaches and L.A. County ordinances
 - Telephone Kiosks
 - Sponsor provides beachgoers with telephone access to emergency 911 phone services



Additional Information

- Los Angeles County Beaches
- Marina del Rey



Los Angeles County Beaches



- World renown
- 31 miles of beach stretching from Malibu to San Pedro, CA
- Nearly 70 million annual visitors
- Beachgoers from a variety of ethnic, social and economic backgrounds
- Clean and well-maintained
- 22-mile bike path
- Fishing piers
- Beach volleyball courts

Los Angeles County Beaches

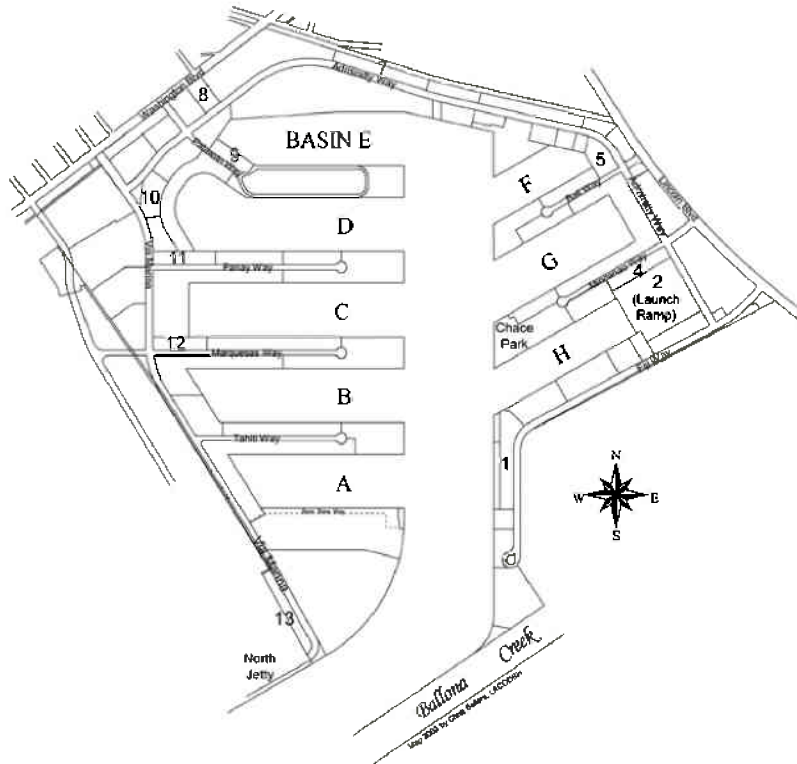


Marina del Rey, CA



- 2 million annual visitors
- Largest small craft harbor in the U.S.
- Dedicated in 1965
- Los Angeles County's "Crown Jewel" and second largest revenue generator
- Accommodates 5,300 boats
- Situated on a 804-acre site
- Offers recreation facilities, commercial recreation features, 6 hotels, rental apartments and condominiums, shopping and fine dining establishments

Marina del Rey, CA



Customized sponsorship packages are available. All package prices are negotiable.

Please direct your questions and project proposals to:

Catrina Love, Senior Marketing Analyst
County of Los Angeles
Department of Beaches and Harbors
4701 Admiralty Way
Marina del Rey, CA 90292
Phone: (310) 305-9511
Fax: (310) 822-0119
Email: clove@bh.lacounty.gov
beaches.lacounty.gov
marinadelrey.lacounty.gov

Please note: Los Angeles County is unable to pay promoter fees.